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Date: August 19, 1982

	<u>Tar Delivery,</u> <u>mg/cigt.</u>	<u>Nicotine Delivery,</u> <u>mg/cigt.</u>
TITL	11.4	0.90
Philip Morris	11.3	0.88

Although no significant difference is evident in the overall averages of tar and nicotine delivery for the two laboratories, the average differences in the tar delivery determined in increments of 5 mg of tar (see Table I) show considerable deviation between Philip Morris and TITL. Philip Morris tar data average higher in the 0-5 mg and 6-10 mg tar ranges and average significantly lower in all other tar categories. The greatest difference in tar is reported for the 21-30 mg range which consists of 93% non-filter cigarettes. Average nicotine differences are also reported in Table I. Philip Morris nicotine data average lower than TITL in all tar categories except in the 0-5 mg range. The differences are attributed to sampling and the ability of the Philip Morris laboratory to detect brand modifications.

The correlation in the tar and nicotine delivery for the two laboratories is shown in Graphs I and II. The r-squared values are 0.984 for tar and 0.974 for nicotine.

The Philip Morris target tar delivery, the C.I. Report tar delivery, and the TITL Market Survey #26 tar delivery reported for Philip Morris brands are given in Table II.

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Table III shows the average tar delivery for all brands in Market Survey #26 in relation to prior surveys. Tables IV and V give deletions and additions since Market Survey #25.

BW:rrs

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Attachments

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